



CITY OF
HAYWARD
HEART OF THE BAY

**Amendment of Water Shortage Contingency
Plan and Implementation of Stage I Measures**

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Background

- Exceptionally dry conditions for three years
 - Governor requests 20% reduction in state-wide use
 - SFPUC request 10% reduction in customer use
- State Water Resources Control Board's Emergency Regulation
 - Adopted July 15
 - Response to insufficient state-wide reductions
 - Requires all water agencies to take certain actions



Emergency Water Conservation Regulation

- Focused on reducing outdoor use – more discretionary
- Mandates specific common-sense restrictions
 - Runoff from landscape irrigation
 - Use of hoses without shut-off nozzle
 - Using water to clean sidewalks, driveways and patio
 - Using water in non-recirculating fountains
- Requires implementation of all actions of the Water Shortage Contingency Plan Stage at which mandatory irrigation restrictions are triggered



Water Shortage Contingency Plan

- Adopted as part of the City's Urban Water Management Plan
 - Approved June 2011
 - Amendments subject to public hearing
- Identifies four water shortage stages
- Increasingly stringent actions commensurate with severity of the drought



Compliance with Emergency Regulation

Hayward Stage I

- Voluntary water waste prohibitions
- Does not meet requirements

Hayward Stage II

- Mandatory water waste prohibitions
- Water allocations and penalties for exceedance
- Burden on customers

- Neither stage in its present form is a viable solution



Recommended Council Actions

Amend Water Shortage Contingency Plan

- Incorporate mandatory prohibitions into Stage I
 - Irrigation that results in runoff
 - Excessive water use due to broken plumbing or irrigation
 - Washing of outdoor areas, e.g., sidewalks and driveways
 - Use of hose without shutoff nozzle

Implement Amended Water Shortage Contingency Plan Stage I Actions

- Achieves compliance with Emergency Regulation
- Does not result in economic hardship for customers



Consumer Education

- Key Messages
 - Save water now to preserve supplies
 - Reduce outdoor use
 - Consumer actions make a difference but are not onerous
- Communication tools
 - Updated “Drought Watch” website
 - Social media and electronic newsletters
 - Regional billboards
 - City-wide mailing



Reporting and Enforcement

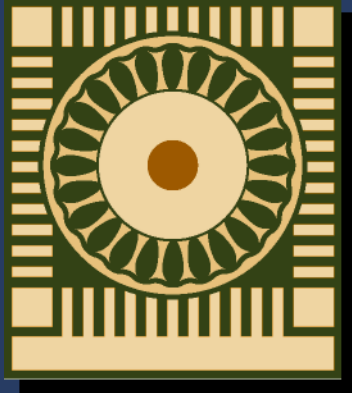
- Dedicated telephone line and email address for reports
- Access Hayward topic
- Escalating Enforcement
 - Letters, door hangers and personal visits
 - Termination or restriction of water service
 - Administrative citations



Hayward's Water Reduction Progress

- Continues to exceed water use reduction target through August
- 88% of overall reduction goal achieved
 - ✓ Target savings through August = 390 million gallons
 - ✓ Actual savings through August = 510 million gallons
- Hayward customers continue to be excellent stewards of water resources





Questions/Discussion

